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We claim:

1. A bleaching composition comprising:
 - c) from 0.0001 wt/wt% to 0.1 wt/wt% of Food red 14 dye;
 - 5 d) from 0 to 40% other bleaching species; and,
 - c) the balance carriers and adjunct ingredients to 100 wt/wt % of the total bleaching composition, wherein upon addition of a unit dose of the bleaching composition to an aqueous environment a wash liquor having a pH in the
 - 10 range 8 to 11 is provided, wherein the bleaching composition comprises less than 1 % of a peroxy species.
2. A bleaching composition according to claim 1, wherein
- 15 the Food red 14 bleaching composition is present in the range of 0.001 to 0.01 wt/wt%.
3. A bleaching composition according to claim 1 or 2, wherein the bleaching composition comprises other photo-
- 20 bleaches.
4. A bleaching composition according to claim 3, wherein the bleaching composition comprises vitamin K3.
- 25 5. A bleaching composition according to any preceding claim, wherein the bleaching composition comprises an air bleach catalyst or ligand thereof.
- 30 6. A bleaching composition according to any preceding claim, wherein the bleaching composition is a liquid bleaching composition.

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7. A bleaching composition according to any preceding claim, wherein the bleaching composition comprises from 5 to 40 wt/wt % of a surfactant having an HLB greater than 15.

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8. A bleaching composition according to any preceding claim, wherein the bleaching composition is devoid of a peroxygen species.

10 9. A method of bleaching a textile stain, the method comprising the steps of:
(i) treating a textile with a solution of Food red 14 dye,
(ii) irradiating the treated textile.

15 10. A method according to claim 9, wherein the solution comprises from 100ppb to 1 ppm of Food red 14 dye.

11. A method according to claim 9 or 10, wherein the method further comprises a step of drying the textile.

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